

Remarks

Claims 1-24 are pending in the instant application. Claims 1 and 15 are independent.

Rejection Under 35 U.S.C. § 102

Claims 1-10 and 14-17 are rejected under 35 U.S.C. § 102(e) as allegedly being anticipated by Subasic et al. (US 6,721,734). However, Subasic is not prior art to the present application. In particular, the Subasic reference was filed on **April 18, 2000**, while the present application includes a priority date going back to **December 21, 1999**. Specifically, the present application is a continuation-in-part of U.S. Patent Application No. 10/376,680 filed on February 28, 2003, which claims priority to International Application No. PCT/US00/34696 having an international filing date of December 20, 2000, which claims priority to U.S. Provisional Patent Application No. 60/171,315 filed on December 21, 1999. As such, the priority date of the present application predates the filing date of Subasic, and Subasic is therefore not prior art to the present application.

In view of the above, Applicants respectfully request the withdrawal of the rejection of claims 1-10 and 14-17 are rejected under 35 U.S.C. § 102(e) as being anticipated by Subasic.

Rejection Under 35 U.S.C. § 103

Claims 18-22 are rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Subasic et al in view of Chase (US 6,332,143) (hereinafter, "Chase '143"). As set forth above, the priority date of the present application predates the filing date of Subasic, and Subasic is therefore not prior art to the present application.

Chase '143 fails to teach or suggest the limitations in independent claims 1 and 15. Specifically, claims 1 and 15, from which the remainder depend, were previously amended to clarify the meaning of the term “lexical impact.” Claims 1 and 15 now recite the limitation, “wherein the lexical impact is determined *independently* of a denotative meaning of the word and independently of a contextual meaning of the word.” (*Emphasis added.*) Chase '143 fails to disclose this limitation.

Lexical impact is an emotional response that can be expected in a reader due to an underlying *associative* meaning of individual words rather than an emotional response that the text words can be expected to have on the reader due to the meaning of the words in context. In contrast, Chase '143 involves analyzing the emotional impact that text can be expected to have on a reader due to the meaning of the words in context rather than the underlying literal meaning of individual words. Indeed, the connotative meaning disclosed in Chase '143 is explicitly a meaning that is *dependent* on the contextual or denotative meaning of each word. (See, e.g., Chase, col. 13, ll. 35-45; col. 11, ll. 15-30; col. 5, ll. 30-66.)

Accordingly, Applicants respectfully request withdrawal of the rejection.

Claims 11-13 and 23-24 are rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Subasic et al in view of Chase (US 6,389,425) (hereinafter, "Chase '425"). As set forth above, the priority date of the present application predates the filing date of Subasic, and Subasic is therefore not prior art to the present application.

Like Chase '143, Chase '425 fails to teach or suggest the limitations in independent claims 1 and 15. Specifically, claims 1 and 15, from which the remainder depend, were previously amended to clarify the meaning of the term “lexical impact.” Claims 1 and 15 now recite the limitation, “wherein the lexical impact is determined *independently* of a denotative

meaning of the word and independently of a contextual meaning of the word.” (*Emphasis added.*) Chase '425 fails to disclose this limitation.

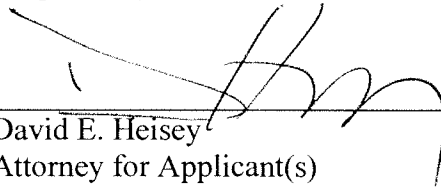
Lexical impact is an emotional response that can be expected in a reader due to an underlying *associative* meaning of individual words rather than an emotional response that the text words can be expected to have on the reader due to the meaning of the words in context. In contrast, Chase '425 involves analyzing the emotional impact that text can be expected to have on a reader due to the meaning of the words in context rather than the underlying literal meaning of individual words. Indeed, the connotative meaning disclosed in Chase '425 is explicitly a meaning that is *dependent* on the contextual or denotative meaning of each word. (See, e.g., Chase, col. 13, ll. 35-45; col. 11, ll. 15-30; col. 5, ll. 30-66.)

Accordingly, Applicants respectfully request withdrawal of the rejection.

Conclusion

Based on the foregoing, favorable reconsideration and allowance of claims 1-24 is solicited. If necessary, the Commissioner is hereby authorized in this and concurrent replies to charge payment (or credit any overpayment) to Deposit Account No. 50-4562 for any additional required fees.

Respectfully submitted



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